

MULTICHANNEL

Lexus accelerates Engineering Amazing campaign through Food & Wine partnership

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By RACHEL LAMB

Toyota Corp.'s Lexus is beefing up its Engineering Amazing campaign through a partnership with American Express Publishing's Food & Wine magazine that emphasizes the science behind cooking with a class for Harvard University students.

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Lexus and Food & Wine showcased Ferran Adriá's participation in Harvard's Cooking and Science Program to deliver a multichannel effort encompassing mobile, video, print and the Internet. Other celebrity chefs included José Andrés, Wylie Dufresne, Grant Achatz and David Chang.

The collaboration includes a class series with celebrity chefs, a photo and video photo shoot and in-depth interviews about "outside the box" techniques for cooking.

"In addition to being a long-time sponsor of the famous Food & Wine Classic in Aspen and one of our biggest advertisers, Lexus always challenges us to help them bring to life their brand positioning, which is Engineering Amazing," said Wendy Mure, vice president of marketing at Food & Wine, New York.

"We were beyond thrilled when one of the most famous chefs in the world agreed to be a

part of the program, because just like Lexus, Ferran pushes the boundaries," she said. "His innovative cooking style clearly stands for 'engineering amazing.'"

Recipe for success

Students in the relatively new Harvard program will be able to learn about the scientific aspects of cooking.

Chef Adrià's teaching was caught on video and included a photo and video shoot at Harvard that features an interview with him and the way he embodies Lexus' "Engineering Amazing" spirit through his philosophy, techniques and approach to food, according to Food & Wine.

Video starring Chef Adrià

Science comes into play when former student of Chef Adrià Héloïse Vilaséca demonstrates techniques such as the "pherification" technique of the egg yolk and the gelatinization of soy sauce and dashi.

Food & Wine is advertising this collaboration through multichannel marketing efforts that include a four-page spread in the front-inside cover of its February 2012 issue.



Lexus' ad in Food & Wine

Additionally, the video and other content will be in Food & Wine's iPad edition this issue

and at <http://www.foodandwine.com> with a 2D bar code.

Consumers can learn more about the collaboration and see behind-the-scenes information at <http://www.foodandwine.com/lexus>.



Marketing on the Food & Wine Web site

Engineering results

Engineering Amazing is an effort by Lexus that demonstrates and explains the mechanics behind the automaker's vehicles in an attempt to help consumers understand the fine engineering.

Lexus has been marketing Engineering Amazing through Internet and radio advertisements, most notably through its Web site and dedicated Pandora radio station and accompanying site ads ([see story](#)).

The reasoning behind Engineering Amazing is that Lexus' vehicles are "future-proof." The campaign emphasizes their superior design and technology, per the brand.

By partnering with Food & Wine, Lexus is able to attach this theory to another area where affluent consumers may be interested to further demonstrate its forward-thinking, scientific strategy.

Moreover, Food & Wine benefits from this collaboration because its connection with both Lexus and Harvard position the publication as an informative source and authority for high-end consumers who have a passion for cooking or food.

"As Ferran Adrià states in the video, 'The fact that edible foods, such as soy and sugarcane, are being used to build Lexus vehicles, is surprising because it's new,' Ms. Mure said. 'I believe it will revolutionize the way we understand the manufacturing of an automobile.'

"This initiative showcases how Food & Wine consistently brings innovative ideas to our clients through strategic alliances, that stand-out in the magazine, on the iPad and on our Web site," she said. "Anytime we can partner with a chef like Ferran Adrià adds tremendous value to the Food & Wine brand."

Final Take

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